

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L3	3603	(chang\$3 or adjust\$3) same (threshold grade pass\$3) and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 07:31
L4	194	(chang\$3 or adjust\$3) same (threshold grade pass\$3) same (user or student) same (learn\$3 or understand\$3) and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 07:53
L5	878	(chang\$3 or adjust\$3 or s scor\$3) with (threshold grade level) same (user or student or inividual) and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 07:59
L6	823	I5 not I4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 07:55
L7	68	(chang\$3 or adjust\$3 or s scor\$3) with (threshold grade level) same ((user or student or inividual) with type) and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:05
L8	122	(chang\$3 or adjust\$3 or increas\$3 or decreas\$3) with (threshold grade scor\$3 pass\$3 fail\$3) same ((user or student or inividual) with (grade level competen\$3 understand\$3)) and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:07
L9	110	I8 not I7	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:07

EAST Search History

L14	8	letter adj flash	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:48
L15	308	letter with flash	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:48
L16	0	l15 and "434".clas. and "351".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:49
L17	39	l15 and ("434".clas. or "351".clas.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 08:49
L18	60	("5147205").URPN.	USPAT	OR	OFF	2007/08/06 08:57
L19	309	(upper adj case or capital) and lower adj case same input same (type)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 09:58
L20	2	l19 and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 09:58
L21	267	(upper adj case or capital) same lower adj case same input same (type)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 10:18

EAST Search History

L22	241	704/271.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 10:18
S85	973	434/159,1661,160,167,176.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/05 15:10
S86	1019	434/159,161,160,167,176.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/05 15:11
S87	27	S86 and (flash with (word\$1 or letter\$1 or phrase or phoneme\$1 or string\$2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/05 15:18
S88	192	S86 and ((flash or display or monitor or show with tim\$3) with (word\$1 or letter\$1 or phrase or phoneme\$1 or string\$2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/05 15:20
S89	165	S88 not S87	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/05 15:20
S90	1019	434/159,161,160,167,176.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/05 16:24

EAST Search History

S91	192	S90 and ((flash or display or monitor or show with tim\$3) with (word\$1 or letter\$1 or phrase or phoneme\$1 or string\$2))	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/06 08:48
S92	2333	(letter or word or visual or object or figure) adj flash	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/06 08:48
S93	33	S92 and ("434".clas. or "704".clas.)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/06 09:04
S94	283	704/3.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/07/06 09:04
S95	375	351/203.ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/07/17 15:24
S98	8	flash\$3 with word\$1 and rhym\$3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/07/17 15:46
S99	37	(rhym%3 or synonym or antonym or homonym or hypernym)same (flash or tim\$3) with word same (display or screen or show or computer or lcd)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/07/23 13:17

EAST Search History

S10 1	116	word adj flash not card\$1	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/07/23 13:17
S10 2	2	"20030118973"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/08/02 13:29
S10 3	2	"20040058304"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/08/02 13:29
S10 4	2	"6299452".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/02 14:10
S10 5	2	"5,363,154".pn.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/02 14:10
S10 6	0	letter adj flash and "434".ccls.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:04
S10 7	8	letter adj flash	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:04

EAST Search History

S10 8	26	flash\$3 adj letter	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:05
S10 9	5373	prefix and suffix	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:06
S11 0	2749	S109 and display	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:07
S11 2	43	S110 and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:22
S11 3	1114	(chang\$3 or adjust\$3) same threshold same (mental or stroke or dyslex\$3)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:29
S11 5	6	S113 and "704".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:23
S11 6	7	S113 and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:23

EAST Search History

S11 7	1152	(chang\$3 or adjust\$3) same threshold same ((mental or stroke or dyslex\$3) or learning with level)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 07:24
S11 8	9	S117 and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:31
S11 9	8	S117 and "704".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:40
S12 0	1609	(upper adj case or capital) and lower adj case same input	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/06 09:57
S12 1	11	S120 and "434".clas.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	OFF	2007/08/03 15:41

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[File 248] **PIRA** 1975-2007/Jun W3
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Set	Items	Description
S1	1960388	S (SCREEN?? OR MONITOR?? OR DISPLAY??? OR LCD OR LIQUID() CRYSTAL() DISPLAY??)
S2	256	S FLASH??? (3N) (WORD?? OR PHRASE???)
S3	48	S S1 (3N) S2
S4	46	RD (unique items)
S5	32	S S4 NOT PY>2002
S6	0	S S5 AND (EYE OR PSYCHOLOGY) (3N) TEST??
S7	31	S S5 NOT COMDEX

7/3,K/1 (Item 1 from file: 2) [Links](#)

INSPEC

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04926610 **INSPEC Abstract Number:** A91088164, B91047550, C91048720

Title: Neural network classification of event related potentials for the design of a new computer interface

Author Konger, C.; Principe, J.C.; Taner, M.

Author Affiliation: Dept. of Electr. Eng., Florida Univ., Gainesville, FL, USA

Conference Title: IJCNN International Joint Conference on Neural Networks (Cat. No.90CH2879-5) p. 367-72 vol.1

Publisher: IEEE, New York, NY, USA

Publication Date: 1990 **Country of Publication:** USA 3 vol. (908+984+974) pp.

Conference Sponsor: IEEE; Int. Neural Network Soc

Conference Date: 17-21 June 1990 **Conference Location:** San Diego, CA, USA

Language: English

Subfile: A B C

Abstract: ...potentials (ERP) with a neural network classifier. The purpose is to discriminate the YES and NO answers thought by a computer user in response to words flashed on the computer display and to assess the feasibility of building a computer interface called the cortical mouse. The performance of the neural network is compared with a classifier...

7/3,K/2 (Item 2 from file: 2) [Links](#)

Fulltext available through: [USPTO Full Text Retrieval Options](#)

INSPEC

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03355781 **INSPEC Abstract Number:** C85004017

Title: Atari speed-reading

Author Morrow, C.

Journal: Compute. Journal for Progressive Computing vol.6, no.10 p. 162-3

Publication Date: Oct. 1984 **Country of Publication:** USA

CODEN: COMPER **ISSN:** 0194-357X

Language: English

Subfile: C

Abstract: This program will turn your Atari into a private speed-reading tutor. The program flashes phrases on the screen at your choice of four speeds. While the phrases flash on the center of the screen, keep your eyes focused in the middle to avoid...

7/3,K/3 (Item 3 from file: 2) [Links](#)

Fulltext available through: [USPTO Full Text Retrieval Options](#)

INSPEC

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02706950 **INSPEC Abstract Number:** A81066343

Title: Ipsilateral and contralateral correlations between EEG and EP principal components

Author Rogers, L.J.

Author Affiliation: EEG Dept., Vancouver General Hospital, Vancouver, BC, Canada

Journal: Electroencephalography and Clinical Neurophysiology vol.50, no.5-6 p. 441-8

Publication Date: Dec. 1980 **Country of Publication:** Netherlands

CODEN: ECNEAZ **ISSN:** 0013-4694

Language: English

Subfile: A

Abstract: ...were taken during separate experimental conditions as part of the same experimental session. The original EP measurements were amplitudes (N100, P150, N200, and P300) to words flashed on a television screen, as S1 of a CNV paradigm. The EEGs were 4 sec epochs taken immediately upon television presentation of a word or picture problem.

7/3,K/4 (Item 1 from file: 34) [Links](#)

Fulltext available through: [USPTO Full Text Retrieval Options](#)

SciSearch(R) Cited Ref Sci

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09209212 **Genuine Article#:** 379TH **No. References:** 27

Differences in brain potentials to open and closed class words: class and frequency effects

Author: Munte TF (REPRINT) ; Wieringa BM; Weyerts H; Szentkuti A; Matzke M; Johannes S

Corporate Source: UNIV MAGDEBURG,DEPT NEUROPSYCHOL/D-39106 MAGDEBURG//GERMANY/ (REPRINT); HANNOVER MED SCH,DEPT NEUROL/D-30623 HANNOVER//GERMANY/; UNIV MAGDEBURG,DEPT LINGUIST/D-39120 MAGDEBURG//GERMANY/

Journal: NEUROPSYCHOLOGIA , 2001 , V 39 , N1 , P 91-102

ISSN: 0028-3932 **Publication date:** 20010000

Publisher: PERGAMON-ELSEVIER SCIENCE LTD , THE BOULEVARD, LANGFORD LANE, KIDLINGTON, OXFORD OX5 1GB, ENGLAND

Language: English **Document Type:** ARTICLE (ABSTRACT AVAILABLE)

Abstract: ...processed by different neural systems. Here, event-related potentials (ERPs) were recorded in young German-speaking subjects while they read closed class and open class **words flashed** upon a video-screen. In the first experiment closed class words were sorted into four different frequency categories and open class words into three categories. The words were presented...

7/3,K/5 (Item 1 from file: 35) [Links](#)

Dissertation Abs Online

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01481307 **ORDER NO:** AADAA-I9617635

THE EFFECTS OF AFRICAN-AMERICAN STEREOTYPES ON FIRST IMPRESSION, DIAGNOSTIC EVALUATION, AND CASE CONCEPTUALIZATION RATINGS AMONG COUNSELORS AND THERAPISTS

Author: ABREU, JOSE MIGUEL

Degree: PH.D.

Year: 1995

Corporate Source/Institution: UNIVERSITY OF CALIFORNIA, SANTA BARBARA (0035)

Source: Volume 5701A of Dissertations Abstracts International.

PAGE 112 . 184 PAGES

...research in the area of impression formation, was used to passively prime Black stereotypes. The perceptual priming task, which entails responding to brief (80 millisecond) **word flashes** on a computer screen monitor, was presented to the participants in one of two priming conditions.

In the experimental condition, participants were flashed a total of 100 words; 80...

7/3,K/6 (Item 2 from file: 35) [Links](#)

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0991483 **ORDER NO:** AAD88-07973

MILD DEPRESSION AND ATTENTION TO AFFECTIVELY POSITIVE, NEGATIVE AND NEUTRAL WORDS

Author: KOCHERHANS, JEFF CROFT

Degree: PH.D.

Year: 1988

Corporate Source/Institution: THE UNIVERSITY OF UTAH (0240)

Source: Volume 4904B of Dissertations Abstracts International.

PAGE 1391 . 89 PAGES

...negative stimuli, which would be manifest in both attentional and perceptual processes. An experiment task was devised in which subjects were to read pairs of **words** which were simultaneously **flashed** on a computer screen. Some of the words were followed by report cue which signaled the subject to identify the cued word aloud. This task was followed by a...

7/3,K/7 (Item 3 from file: 35) [Links](#)

Dissertation Abs Online

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842895 ORDER NO: AAD84-08614

AN EXPERIMENTAL INVESTIGATION OF THE RELATIONSHIP(S) BETWEEN PREFERENCE FOR MOBILITY AND THE WORD-PAIR RECOGNITION SCORES OF SEVENTH-GRADE STUDENTS TO PROVIDE SUPERVISORY AND ADMINISTRATIVE GUIDELINES FOR THE ORGANIZATION OF EFFECTIVE INSTRUCTIONAL ENVIRONMENTS

Author: DELLA VALLE, JOAN CHANDROSS

Degree: ED.D.

Year: 1984

Corporate Source/Institution: ST. JOHN'S UNIVERSITY (0192)

Source: Volume 4502A of Dissertations Abstracts International.

PAGE 359 . 132 PAGES

...the mobile condition, students moved around the perimeter of the room while examining 15 sets of word-pairs. In the passive situation, 15 sets of word-pairs were **flashed** onto a **screen** while participants remained seated. After each presentation, subjects were provided with a list of 60 word-pairs and asked to circle those they had just...

7/3,K/8 (Item 1 from file: 144) [Links](#)

Pascal

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14134636 PASCAL No.: 99-0330934

Conscious and nonconscious African American stereotypes : Impact on first impression and diagnostic ratings by therapists

ABREU J M

University of Southern California, United States

Journal: Journal of consulting and clinical psychology, 1999

, 67 (3) 387-393

Language: English

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Sixty therapists randomly assigned to I of 2 priming conditions were primed with African American stereotypes or neutral words using 80-ms **flash words** on a computer **screen**. This procedure may activate information processing outside of conscious awareness. After this task, participants were exposed to a brief vignette introducing Mr. X, a patient...

7/3,K/9 (Item 1 from file: 483) [Links](#)

Newspaper Abs Daily

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06917067

Book Review; Engaging Compilation Celebrates the Craft of Biography

MURPHY, BERNADETTE

Los Angeles Times , p E.3

Jul 2, 2002

ISSN: 0458-3035 Newspaper Code: ANGE
Document Type: Book Review-Favorable ; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...about Shaw." In one eerie scene, Holroyd visits the scholar's apartment and finds a setup whereby he could, at the switch of a button, **flash** Shaw's words onto a screen. The rival "was pleased with this device, which, if he chose, he could operate while lying down. But to me it presented a frightful warning...

7/3,K/10 (Item 2 from file: 483) [Links](#)
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06846443

An Atomic Bomb, a Zeppelin, a Warning About Genetic Manipulation

Griffiths, Paul
New York Times , p E.1
May 14, 2002
ISSN: 0362-4331 Newspaper Code: NYT
Document Type: Performance Review-Favorable ; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...rubber-tubing lips, is chosen to speak for the robots. Meanwhile, the contribution of a rabbi, Adin Steinsaltz, is treated with great reverence, and the screen keeps **flashing up words** from Genesis, as it had in "Bikini," with instruments sounding the voice of God. The Ensemble Modern and Synergy Vocals under [Bradley Lubman] in "Three...

7/3,K/11 (Item 3 from file: 483) [Links](#)
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06746488

Why turn brilliant lawyer into Barbie with brains?

Gerber, Robin
USA Today , p A.17
Feb 11, 2002
ISSN: 0734-7456 Newspaper Code: USA
Document Type: Commentary ; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...truth: How women look is more important than how they think. Her show, On the Record, debuted on Feb. 4. The lead-in had important words **flashing** across the screen and around the show's title: "determined," "experienced," "courageous." Presumably these were meant to describe Van Susteren. Then she appeared. Her eyes were tilted up...

7/3,K/12 (Item 4 from file: 483) [Links](#)
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06664045

Sands Point Center Introduces Deaf-Blind to a Wider World

Nadel, Laurie
New York Times , p LI.1
Nov 25, 2001
ISSN: 0362-4331 Newspaper Code: NYT
Document Type: Feature ; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...refreshable" Braille by pushing up formations of electronic pins to form Braille letters. Within seconds of his typing a message on the standard keyboard, his words **flashed** on the **monitor** of a matching system at an adjoining

desk. A response was sent, and Mr. Bhattacharyya, who is completely blind and profoundly deaf, read the incoming...

7/3,K/13 (Item 5 from file: 483) [Links](#)

Newspaper Abs Daily

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06620062

Terrorist attacks shows politics' triviality

Robison, Clay

Houston Chronicle , p C.2

Oct 14, 2001

Newspaper Code: HC

Document Type: Commentary ; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: On Sept. 12 of last year, the front page of the New York Times had an intriguing - but overblown - story about the word, "RATS," **flashing** across the **screen** in one frame of a 30-second Republican television commercial on health care, a major issue in the presidential race then under way between [Bush...

7/3,K/14 (Item 6 from file: 483) [Links](#)

Newspaper Abs Daily

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06325490

Gore and Bush Strategists Analyze Their Campaigns

Berke, Richard L

New York Times , p 19

Feb 12, 2001

ISSN: 0362-4331 **Newspaper Code:** NYT

; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: ...Mr. Gore gained in the polls and Mr. Bush was repeatedly knocked off stride by such events as a purported subliminal commercial from Republicans that **flashed** the word "rats" on the **screen**, and a controversy over Bush debate materials that somehow made their way to a close friend of Mr. Gore.

7/3,K/15 (Item 7 from file: 483) [Links](#)

Newspaper Abs Daily

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06185243

BUSH ANGERS BUREAUCRATS WITH RELENTLESS CAMPAIGN ATTACKS

Kemper, Bob

Chicago Tribune , p 1.10

Oct 22, 2000

ISSN: 1085-6706 **Newspaper Code:** CTRB

Document Type: Feature ; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: ...created by the Republican National Committee on [George W. Bush]'s behalf in which the phrase "The Gore prescription plan: Bureaucrats decide," appears on the **screen**. Then the word "RATS" **flashed** quickly over it. Democrats and federal employees saw it as a purposeful, albeit subliminal, deriding of government workers. The Bush campaign said "RATS" was an...

7/3,K/16 (Item 8 from file: 483) [Links](#)

Newspaper Abs Daily

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06168786

Bush Pushed Off Stride by 'Rat' Ad

Anonymous
San Francisco Chronicle , p A.1
Sep 13, 2000

Newspaper Code: SF

Document Type: News ; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: GOP presidential candidate George W. Bush was recently criticized for a Republican-produced television commercial that subliminally **flashed** the word "rats" across the **screen** as an announcer criticized Al Gore's Medicare plan.

7/3,K/17 (Item 9 from file: 483) [Links](#)

Newspaper Abs Daily

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06163021

Editorial cartoon

Conrad, Paul

Los Angeles Times , p B.9

Sep 15, 2000

ISSN: 0458-3035 **Newspaper Code:** ANGE

Document Type: Editorial Cartoon ; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: A Paul Conrad editorial cartoon spoofs the television ad for George W. Bush that **flashes** the word "RATS" on **screen** for a second while discussing Al Gore's health plan.

7/3,K/18 (Item 10 from file: 483) [Links](#)

Newspaper Abs Daily

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06155558

Ready for a candidate food fight?

Chinni, Dante

Christian Science Monitor , p 11

Sep 20, 2000

Newspaper Code: CSM

Document Type: Commentary ; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: ...by George W. Bush's campaign raised questions about Al Gore's healthcare plan. The ad was standard Republican fare, except for a split-second **flashing** of the word "rats" across the **screen**, part of the word "bureaucrats." The Gore folks are also having a bit of fun. When the Bush people attacked the vice president's cozy...

7/3,K/19 (Item 11 from file: 483) [Links](#)

Newspaper Abs Daily

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06150144

AIDES USE HUMOR TO COUNTER AD FLAP

Kornblut, Anne E

Boston Globe , p A.26

Sep 13, 2000

ISSN: 0743-1791 **Newspaper Code:** BOST

Document Type: News ; Newspaper article

Language: English **Record Type:** ABSTRACT

Abstract: ...Yesterday, Bush came under fire for what appeared to be another negative move: an ad that ostensibly criticized Gore's prescription drug plan, but subliminally **flashed** the word "rats" on the **screen**. Bush insisted that, too,

was a mistake, caused by a computer editing glitch, but he refused to condemn the designer who made it, and implied...

7/3,K/20 (Item 12 from file: 483) [Links](#)

Newspaper Abs Daily

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06149035

The Global Battle — High-Tech Hopes: Countries are pinning their economic dreams these days on a new truism: Innovation can — and does — happen anywhere

Zachary, G Pascal; Frank, Robert

Wall Street Journal , p R4

Sep 25, 2000

ISSN: 0099-9660 Newspaper Code: WSJ

; Newspaper article

Language: English Record Type: ABSTRACT

Abstract: ...of about \$1,200 -- more than half of it spent on the children's schooling. "Here's my latest start-up," he says, as the word "Netfuze" flashes on his monitor. Netfuze is a Web-design company and Internet-hosting firm that Mr. Sendon recently founded with a friend. Only a few weeks old, Netfuze is...

7/3,K/21 (Item 13 from file: 483) [Links](#)

Newspaper Abs Daily

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06148705

Agency Investigates 'Rats' Ad

Anonymous

New York Times , p 16

Sep 18, 2000

ISSN: 0362-4331 Newspaper Code: NYT

; Newspaper article

Language: English Record Type: ABSTRACT

Abstract: ...s proposal to add a prescription drug benefit to Medicare, saying that the plan would let "bureaucrats decide" what coverage Medicare participants receive. As the word "bureaucrats" flashes across the screen, the word "rats" appears in large type for a moment.

7/3,K/22 (Item 14 from file: 483) [Links](#)

Newspaper Abs Daily

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06137606

Rats! Bush scurries to stay on message

Herman, Ken

Atlanta Constitution , p A; 1

Sep 13, 2000

Newspaper Code: ATL

; Newspaper article

Language: English Record Type: ABSTRACT

Abstract: Instead, [George W. Bush] and aides spent much of the day explaining the two latest diversions: why the word "rats" flashed on the screen during a Republican television ad attacking Vice President Al Gore and allegations in a magazine article that Bush is dyslexic. Before that, the Republicans were...

7/3,K/23 (Item 15 from file: 483) [Links](#)

Newspaper Abs Daily

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06081966

SECOND OPINION; So Funny I Forgot to Laugh

Trafford, Abigail
Washington Post , p Z05
Jul 18, 2000
ISSN: 0190-8286 Newspaper Code: TWP
Document Type: FEATURES ; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...and physical functioning. Researchers divided 54 men and women between the ages of 62 and 82 into two groups. With a technique called subliminal priming, words were **flashed** across a computer screen. Participants could perceive the flash but not identify the words. In one group, the messages were all negative, with words such as "Alzheimer's," "confused..."

7/3,K/24 (Item 16 from file: 483) [Links](#)
Newspaper Abs Daily
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06079862
Russia's Venue of Choice for Cops and Robbers

Bohlen, Celestine
New York Times , p 21
Jul 23, 2000
ISSN: 0362-4331 Newspaper Code: NYT
; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...this year with the unnuanced title of "Bandit Petersburg," which even featured skulduggery at Russia's most venerable museum. "Of course, when every day the words 'Bandit Petersburg' are **flashed** on the screen, it is not going to please anyone in Petersburg," he said during a TV interview. "And when they drag in the Hermitage, then they are..."

7/3,K/25 (Item 17 from file: 483) [Links](#)
Newspaper Abs Daily
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05853342
Giving Seniors a Subconscious Boost; Subliminal Cues Prompt Older People to Put More Spring in Their Step

Russell, Cristine
Washington Post , p Z16
Jan 25, 2000
ISSN: 0190-8286 Newspaper Code: WP
Document Type: FEATURES ; Newspaper article
Language: English Record Type: ABSTRACT

Abstract: ...Harvard Medical School and a researcher at Beth Israel Deaconess Medical Center in Boston. In the study, one simple intervention--tapping into participants' subconscious by **flashing words** on a computer screen so fast they cannot be read--increased walking speed by nearly 10 percent in older people. Hausdorff called that finding a "surprisingly large benefit." Studies...

7/3,K/26 (Item 18 from file: 483) [Links](#)
Newspaper Abs Daily
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05201445
Boston's tiny Readville had a big role in the Civil War

Howley, Kathleen
Boston Globe , Sec E, p 1, col 2
Sep 5, 1998
ISSN: 0743-1791 Newspaper Code: BG
Document Type: Feature ; Newspaper

Language: English **Record Type:** ABSTRACT
Length: Medium (6-18 col inches)

Abstract: ...briefly in "Glory," the 1989 movie that recounted the story of the 54th. For a few seconds, as the regiment marched into Camp Meiggs, the word "Readville" **flashed** on the screen. It's situated at the most southern tip of Boston, bounded by Dedham and Milton. In fact, it once was part of those towns. Hyde...

7/3,K/27 (Item 19 from file: 483) [Links](#)

Newspaper Abs Daily

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05120292

France Upsets Brazil, 3-0; Joyous Nation Cheers World Cup Champions

Swardson, Anne

Washington Post , Sec A, p 1, col 1

Jul 13, 1998

ISSN: 0190-8286 **Newspaper Code:** WP

Document Type: News ; Newspaper

Language: English **Record Type:** ABSTRACT

Length: Long (18+ col inches)

Abstract: ...Denis. During the game, the throngs on what the French bill as the most beautiful avenue in the world were ebullient, but controlled. When the words "FRANCE FRANCE" **flashed** across the screen atop a bank building, and then the score, the crowd roared. Hours after the victory, an apparently panicked driver plowed into a group of fans...

7/3,K/28 (Item 20 from file: 483) [Links](#)

Newspaper Abs Daily

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05015155

It's New, but Is It Brave? Huxley Redux

James, Caryn

New York Times , Sec E, p 33, col 1

Apr 17, 1998

ISSN: 0362-4331 **Newspaper Code:** NY

Document Type: Television Review-Comparative ; Newspaper

Language: English **Record Type:** ABSTRACT

Length: Long (18+ col inches)

Abstract: ...too-bright Delta caste is shown a video to recondition him into happiness. Filled with quick-cut images of athletic bodies, hard rock music and **phrases flashed** across the screen ("History is bunk" and "I'm happy I'm a Delta") it is indistinguishable from any number of shoe or sports drink commercials likely to...

7/3,K/29 (Item 21 from file: 483) [Links](#)

Newspaper Abs Daily

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04430151

Anxious Air Travelers Sent On a Trip Into the Unknown

Davis, Patricia

Washington Post , Sec A, p 1, col 1

Feb 15, 1997

ISSN: 0190-8286 **Newspaper Code:** WP

Document Type: News ; Newspaper

Language: English **Record Type:** ABSTRACT

Length: Long (18+ col inches)

Abstract: American Airlines pilots marched past them with signs saying "01 Day Before Strike," and the words "American Strike Impact" **flashed** on television screens all over National Airport. But the Pearson family wasn't at all

concerned yesterday about getting on their American Airlines flight to Miami. Like a...

7/3,K/30 (Item 22 from file: 483) [Links](#)

Newspaper Abs Daily

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01449238

Americans Step Up to the Mike

Larimer, Tim

USA TODAY , Sec USW, p 12, col 4

Oct 4, 1991

ISSN: 0734-7456 Newspaper Code: US

Document Type: Feature ; Newspaper

Language: English Record Type: ABSTRACT

Length: Medium (6-18 col inches)

Abstract: The popularity of karaoke is examined. Background music and backup vocals are left intact, but the lead vocals are omitted as words flash across a video screen for amateur singers to follow.

7/3,K/31 (Item 23 from file: 483) [Links](#)

Newspaper Abs Daily

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00674517

Video Lets Kids Rock and Read

Graham, Jefferson

USA Today , Sec D, p 4, col 6

Apr 17, 1990

ISSN: 0734-7456 Newspaper Code: US

Document Type: Feature ; Newspaper

Language: English Record Type: ABSTRACT

Length: Medium (6-18 col inches)

Abstract: Tamar Simon Hoffs, mother of Susanna Hoffs of Bangles fame, has produced "Rock & Read," a video of pop versions of childrens' songs with words flashed on the screen that encourages kids to read. Other Bangles and De La Soul are featured on the \$14.95 tape.